

1958

## INDEX

VOLUME III, Nos. 1-4

## INDEX BY AUTHOR

ADLER, WARREN

PR in a Membership Organization . . . . . *October*, p. 21

BATEMAN, J. CARROLL

Individualism vs. Collectivism: the Public Relations

Implications . . . . . *October*, p. 8

BERNAYS, EDWARD L.

Steps Toward An Adequate U. S. Overseas Information

Program . . . . . *July*, p. 1BRODSHAUG, MELVIN (*Book Review*) . . . . . *April*, p. 36COLEN, DON (*Book Reviews*) . . . . . *April*, p. 32*July*, p. 33*October*, p. 32

FOLEY, JAMES PATRICK

The Key to Successful Special Events . . . . . *January*, p. 14

GAVAGHAN, PAUL

The Role of Public Relations in Market Development . . *October*, p. 13

HARRAL, STEWART

21 Points to Watch in Choosing Media . . . . . *January*, p. 22JOHNSTON, ERIC (*Book Review*) . . . . . *January*, p. 24

JONES, JOE

PR Builds U. S. Sales and Goodwill . . . . . *April*, p. 9

KEPLER, EDWIN C.

Samuel Adams, Master Propagandist . . . . . *April*, p. 1Notes on Judge Clary's Opinion . . . . . *July*, p. 13

KLEIN, JEROME E.

Reporting to Management . . . . . *July*, p. 27

KRIMEL, DONALD W.

A Look at Some of the Public Relations Educators . . . *October*, p. 29Book Review . . . . . *April*, p. 37Scanning the Professional Journals . . . . . *January*, p. 19*April*, p. 25*July*, p. 25*October*, p. 19

MILES, THOMAS W.

The Impact of Government on PR Practice . . . . . *April*, p. 27

SCHAPPER, HENRY

A Need for Better Employee Relations . . . . . *January*, p. 9

1958

## INDEX

VOLUME III, Nos. 1-4

## INDEX BY AUTHOR

- ADLER, WARREN  
 PR in a Membership Organization . . . . . *October*, p. 21
- BATEMAN, J. CARROLL  
 Individualism vs. Collectivism: the Public Relations  
 Implications . . . . . *October*, p. 8
- BERNAYS, EDWARD L.  
 Steps Toward An Adequate U. S. Overseas Information  
 Program . . . . . *July*, p. 1
- BRODSHAUG, MELVIN (*Book Review*) . . . . . *April*, p. 36
- COLEN, DON (*Book Reviews*) . . . . . *April*, p. 32  
*July*, p. 33  
*October*, p. 32
- FOLEY, JAMES PATRICK  
 The Key to Successful Special Events . . . . . *January*, p. 14
- GAVAGHAN, PAUL  
 The Role of Public Relations in Market Development . . *October*, p. 13
- HARRAL, STEWART  
 21 Points to Watch in Choosing Media . . . . . *January*, p. 22
- JOHNSTON, ERIC (*Book Review*) . . . . . *January*, p. 24
- JONES, JOE  
 PR Builds U. S. Sales and Goodwill . . . . . *April*, p. 9
- KEPLER, EDWIN C.  
 Samuel Adams, Master Propagandist . . . . . *April*, p. 1  
 Notes on Judge Clary's Opinion . . . . . *July*, p. 13
- KLEIN, JEROME E.  
 Reporting to Management . . . . . *July*, p. 27
- KRIMEL, DONALD W.  
 A Look at Some of the Public Relations Educators . . . *October*, p. 29  
 Book Review . . . . . *April*, p. 37  
 Scanning the Professional Journals . . . . . *January*, p. 19  
*April*, p. 25  
*July*, p. 25  
*October*, p. 19
- MILES, THOMAS W.  
 The Impact of Government on PR Practice . . . . . *April*, p. 27
- SCHAPPER, HENRY  
 A Need for Better Employee Relations . . . . . *January*, p. 9

SCOTT, ALAN	
Public Relations in Texas .....	October, p. 1
SMITH, J. STANFORD	
Developing Men for Leadership .....	January, p. 1
STAVISKY, SAMUEL E. ( <i>Book Review</i> ) .....	January, p. 26
STEWART, HAL D.	
It's What You Do That Counts .....	April, p. 18
Book Review .....	October, p. 35

## INDEX BY TITLES

### Book Reviews:

Affluent Society, The .....	July, p. 33
An Ad Man Ad-Libs on TV .....	January, p. 27
Bacon's Publicity Checker ( <i>1958 Edition</i> ) .....	January, p. 27
Brain Pickers, The .....	January, p. 27
Business Letters That Turn Inquiries Into Sales .....	January, p. 26
Corporate Public Relations .....	January, p. 24
Comparative Study of the Public Relations Practices in Six	
Industrial Corporations, A .....	January, p. 28
Effective Public Relations .....	July, p. 33
Fiction and the Unconscious .....	April, p. 32
Guide to the Practice of Public Relations, A .....	October, p. 35
Head, Heart and Heel .....	January, p. 27
How to Make \$18,000 a Year Free-Lance Writing .....	January, p. 28
Madison Avenue, U.S.A. ....	April, p. 32
Management's Mission in a New Society .....	October, p. 32
Mass Communicators, The .....	October, p. 32
Press Intelligence Directory .....	January, p. 26
Problems of United States Economic Development .....	October, p. 32
Psychotherapy: A Modern Theory and Practice .....	January, p. 27
Public Opinion Index for Industry .....	October, p. 32
Public Relations Bibliography, A .....	April, p. 36
Social Science in Public Relations .....	April, p. 37

### Articles:

DEVELOPING MEN FOR LEADERSHIP	
J. Stanford Smith .....	January, p. 1
IMPACT OF GOVERNMENT ON PR PRACTICE, THE	
Thomas W. Miles .....	April, p. 27
INDIVIDUALISM VS. COLLECTIVISM: THE PUBLIC RELATIONS	
IMPLICATIONS, J. Carroll Bateman .....	October, p. 8
IT'S WHAT YOU DO THAT COUNTS	
Hal D. Stewart .....	April, p. 18
KEY TO SUCCESSFUL SPECIAL EVENTS, THE	
James Patrick Foley .....	January, p. 14
LOOK AT SOME OF THE PUBLIC RELATIONS EDUCATORS, A	
Donald W. Krimel .....	October, p. 29

NEED FOR BETTER EMPLOYEE RELATIONS, A <i>Henry Schapper</i> .....	January, p. 9
NOTES ON JUDGE CLARY'S OPINION <i>Edwin C. Kepler</i> .....	July, p. 13
PR BUILDS U.S. SALES AND GOODWILL <i>Joe Jones</i> .....	April, p. 9
PR IN A MEMBERSHIP ORGANIZATION <i>Warren Adler</i> .....	October, p. 21
PUBLIC RELATIONS IN TEXAS <i>Alan Scott</i> .....	October, p. 1
REPORTING TO MANAGEMENT <i>Jerome E. Klein</i> .....	July, p. 27
ROLE OF PUBLIC RELATIONS IN MARKET DEVELOPMENT, THE <i>Paul Gavaghan</i> .....	October, p. 13
SAMUEL ADAMS, MASTER PROPAGANDIST <i>Edwin C. Kepler</i> .....	April, p. 1
SCANNING THE PROFESSIONAL JOURNALS <i>Donald W. Krinel</i> .....	January, p. 19 April, p. 25 July, p. 25 October, p. 19
STEPS TOWARD AN ADEQUATE U.S. OVERSEAS INFORMATION PROGRAM, <i>Edward L. Bernays</i> .....	July, p. 1
21 POINTS TO WATCH IN CHOOSING MEDIA <i>Stewart Harral</i> .....	January, p. 22

## INDEX BY SUBJECT MATTER

CASE STUDY .....	July, p. 13
EDUCATION .....	October, p. 29
EMPLOYEE RELATIONS .....	January, p. 9
GOVERNMENT AND PR .....	April, p. 27
HISTORY .....	April, p. 1
INTERNATIONAL PR .....	April, p. 9 July, p. 1
MARKETING .....	October, p. 13
MANAGEMENT .....	July, p. 27
MEDIA .....	January, p. 22
MEMBERSHIP ASSOCIATION PR .....	October, p. 21
PERSONNEL .....	January, p. 1
PROFESSIONAL PR .....	April, p. 18 October, p. 8
REGIONAL PR .....	October, p. 1
SOCIAL SCIENCES .....	January, p. 19 April, p. 25 July, p. 25 October, p. 19
SPECIAL EVENTS .....	January, p. 19

9  
3  
9  
21  
1  
27  
3  
1  
9  
25  
25  
9  
1  
22  
3  
29  
9  
27  
1  
9  
1  
3  
27  
22  
21  
1  
8  
8  
1  
9  
25  
25  
9  
9